

# Theorizing artificial intelligence acceptance and digital entrepreneurship model

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## Abstract

**Purpose**This paper aims to determine the entrepreneur's intention to accept artificial intelligence (AI) and provide advancement in the domain of digital entrepreneurship.  
**Design/methodology/approach**Extensive literature review and theories have been considered in the area of technology adoption/acceptance and digital entrepreneurship to identify the factors affecting the intention of entrepreneurs with respect to accept AI for digital entrepreneurship. Further, a model, artificial intelligence acceptance and digital entrepreneurship (AIADE) is theorized after formulating some hypotheses. The theorized model has been validated with 476 useable responses.  
**Findings**The findings revealed that performance expectancy, openness, social influence, hedonic motivations and generativity have a positive impact on entrepreneur's acceptance intention of AI. Additionally, affordance has no direct relationship with AI acceptance intention, but it affects AI acceptance intention through attitude. Inconvenience has a significant negative relationship with the intention to accept AI, while uncertainty was found to be positively affecting the AI acceptance intention. Effort expectancy did not confirm any significant relationship.  
**Research limitations/implications**By considering existing theoretical models and concepts the authors contribute to the AI's theoretical progress, specifically in the domain of entrepreneurship. The authors complement and extend existing technology adoption/acceptance theories and digital entrepreneurship theories by developing a theoretical model, AIADE, explaining the entrepreneur's intention to accept AI.  
**Practical implications**The practical implications of the study show that performance expectancy (positive), openness (positive), social influence (positive), hedonic motivations (positive), generativity (positive), affordance through attitude (positive), uncertainty (positive), effort expectancy (negative) and inconvenience (negative) are the antecedents for the entrepreneurs to accept AI for digital entrepreneurship. The authors suggest that intentional improvement planning is developed by increasing entrepreneur's positive perceptions of AI affordance and explanation of its generativity and openness, and improving their attitude of using AI for digital entrepreneurship.  
**Originality/value**This is the first study that reveals the critical antecedents of entrepreneur's intention to accept AI for digital entrepreneurship. Relevant theoretical background, discussion, implications, limitations and future research recommendations are discussed.